

UNIVERSITY OF FLORIDA
Department of Health Education & Behavior
HSC 4302 Section 7220
Methods & Materials in Health Education
Fall 2010

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OFFICE HOURS: *In person:* Tues and Thurs, 1:30pm-3pm or by appointment
Vitual: AIM – thetagirl317 or yahoo - ufgatorjul

Class Time: Wednesday 4:05pm-7:05pm
Location: FLG 280

Prerequisite: HH-HEB majors, senior standing. HSC 3032 with a grade of C or better. Completion of 15 credits of HSC prefix coursework from the Department of Health Education and Behavior (see Undergraduate catalogue).

Required Textbook

Gilbert G.G., Sawyer R.G., McNeil E.B. (2011). *Health Education: Creating strategies for school and community health*. (3rd Ed). Sudbury, MA: Jones and Bartlett. ISBN: 978-0-7637-5929-2

Recommended Readings/Resources

1. Bensley R.J. & Brookins-Fisher J. (2009). *Community health education methods: A practical guide*. (3rd Ed). Sudbury, MA: Jones and Bartlett. ISBN 978-0-7637-5533-1.
2. US Department of Health and Human Services. (2002). *Making Health Communication Programs Work*. (2nd Ed). Bethesda, MD: National Cancer Institute. NIH publication No. 02-5145. Available online at http://www.cancer.gov/PDF/41f04dd8-495a-4444-a258-1334b1d864f7/Pink_Book.pdf
3. US Department of Health and Human Services. (2005). *Theory at a Glance: A Guide for Health Promotion Practice*. (2nd Ed). Bethesda, MD: National Cancer Institute. NIH publication No: 05-3896. Available online at <http://www.nci.nih.gov/theory/pdf>
4. US Department of Health and Human Services. (1994). *Clear and Simple: Developing Effective Print Materials for Low-Literate Readers*. Bethesda, MD: National Cancer Institute. NIH publication No. 95-3594. Available online at <http://www.cancer.gov/cancerinformation/clearandsimple>

Please check the E-Learning on Sakai System for additional readings/handouts.

Online Resources (E-books at UF library online)

1. Bender, S. J., & et al. (1997). *Teaching Health Science: Elementary and Middle School*. (4th ed.). Boston, MA: Jones and Bartlett. ISBN: 0763702560.
2. Hawthorne, K., & Gibson, J. E. (1999). *Bulletin Boards and 3-D Showcases that Capture Them with Pizzazz*. Englewood, CO: Libraries Unlimited. ISBN: 0585071403.

3. Kreuter, M. W., Lezin, N. A., Kreuter, M. W., & Green, L. W. (1998). *Community Health Promotion Ideas that Work: A Field-Book for Practitioners*. Sudbury, MA: Jones and Bartlett Publishers. ISBN: 0585161879.

I. Course Description:

The purpose of HSC 4302 is to acquaint students with many aspects of fundamental strategies for health education including conceptualizing instruction; developing instructional objectives; planning units and lessons; selecting, developing and using various instructional materials; and evaluating the effectiveness of health instruction in school and community settings.

II. Rationale:

Health education professionals, as well as society at large, have intuitively known the value of primary prevention through school and community health education. Most deaths that occur in the United States are attributable to external factors that are potentially preventable by altering personal health behaviors, community health, and the environment. Research indicates it is more sensible and cost-effective to prevent the occurrence of diseases than to treat a disease after irreversible damage to body tissues, organ systems, and physiologic processes have occurred. This course provides students with an opportunity to improve knowledge about health education resources and methods and to develop skills in health instruction.

III. Course Objectives:

By the end of this course, the student will be able to:

1. Identify the seven responsibilities of a Certified Health Education Specialist.
2. Apply the principles of delivering effective multimedia presentations.
3. Develop instructional materials for teaching, learning and communicating health information.
4. Identify, select, acquire, and evaluate health education resources available from a variety of sources, including the Internet, for health instruction.

IV. Course Format

Part of this course will be in the traditional classroom setting and part will be outside self-learning and activities. Out of classroom activities include viewing lectures online, completing quizzes online, and completing assignments.

V. Course Evaluation and Grade Assignment

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|-----------------------------|---|----------------|----------------|
| 1. Quizzes | 150 pts (Quiz 1 = 2 pts; Quiz 2 = 12 pts; Quiz 3-6 34 pts each) | | |
| 2. 3-Minute Presentations | 50 pts (25 each) | A = 550 – 493 | C = 409 – 383 |
| 3. Lesson/Presentation Plan | 100 pts | B+ = 492 – 465 | D+ = 382 – 355 |
| 4. PowerPoint Slide Design | 50 pts | B = 464 – 438 | D = 354 – 328 |
| 5. Final Presentation | 100 pts | C+ = 437 – 410 | E = ≤ 327 |
| 6. Other Assignments | 100 pts | | |
| | Written Objectives (30) | | |
| | Website Evaluation (20) | | |
| | Print Method (50) | | |

THESE POINT VALUES ARE FIRM. I WILL NOT NEGOTIATE GRADES.

1. Quizzes:

Students will be given open-book/open-note quizzes six times throughout the semester. The quizzes will contain true/false, multiple-choice questions, and short answer and must be completed on the Sakai System prior to the deadline indicated in this syllabus. Students should study before taking the quizzes, as they will be timed. Quizzes must be completed independently without communication with other people. Quiz #1 is provided to ensure the student's computer can technically handle the instructional materials and the quizzes properly. All technical problems will be the student's responsibility after Quiz #1.

3. Two 3-Minute Presentations on chosen Health Topics:

Students must identify their chosen health topic and target population by the Friday after the second class meeting (September 3). If a health topic is not chosen, you will be randomly assigned one by the instructor. The health topic will be used as the basis of developing all presentations (two 3-minute and final presentation) and the Power Point Slide Design.

These brief presentations are designed to give students brief presenting experience in which the instructor can provide constructive feedback. You will be graded primarily on preparedness. Students are expected to use this experience to perfect for the final presentation.

All students will sign up for two outside class times to present and watch 3-minute presentations by fellow students. The first outside class time will be 35-minutes; the second will be 1-hour 5-minutes. Sign-up and presentation instruction will occur during regular class hours the week prior to the 3-minute presentations. See the course outline for sign-up dates. **If you are absent at a sign-up date, it is your responsibility to contact the instructor about signing up for a predetermined outside class time; otherwise, a zero will be awarded for the assignment.**

4. PowerPoint Slide Design

Students are required to prepare a well designed PowerPoint using the information from the PowerPoint section of the "Developing Effective Presentations" lecture as a guide. Review the grading standards/rubric for this assignment on Sakai. You MUST upload your PowerPoint file to the class website on Sakai by the due time. Multiple attempts before the due date are recommended.

5. Final Presentation

Final presentations should be 5 minutes in length and should utilize at least a portion of the PowerPoint Slide Design. Presentations may include other methods appropriate for the target population. See the grading standards/rubric on Sakai for more information.

6. Free Download of Adobe Acrobat Reader, Microsoft Word and PowerPoint Viewer

All students will need to be able to view documents in Adobe Acrobat and PowerPoint. If you do NOT have Adobe Acrobat Reader and/or Microsoft PowerPoint, you can download free versions. Please note, you will need access to the student version (minimally) of Microsoft PowerPoint in order to design your PowerPoint.

Adobe Acrobat: <http://get.adobe.com/reader/>.

Microsoft PowerPoint Viewer: <http://office.microsoft.com/enus/downloads/default.aspx>.

VI. Course Expectations and Requirements

1. Attendance

Attendance is expected of all students and will be monitored at every class. For in-class lectures, attendance sheets or peer evaluations will be used. For online lectures, viewing and quiz records will

be used. Failure to complete a quiz prior to the deadline will result in an absence and a zero for that week, even if you attended in-class lecture.

You are given up to two (2) freebie absences. These freebie absences can be used for any purpose including religious reasons, personal reasons, job/internship interview, and/or employment reasons. You do NOT have to inform the instructor about either of these two absences; however, you may lose the extra points from the activities in class. The freebie absences do NOT apply to the scheduled examination or any of the presentation dates. **If a student misses a presentation date, 10 points will automatically be deducted from the overall grade.** It is the student's responsibility to get lecture notes and assignment information from a fellow student for a class missed.

Ten (10) points will be deducted from the final grade for each absence after 2. For example, if a student has 4 absences in a semester, 20 points are deducted from her/his total points. Students with zero (0) absences (no freebies used) will receive 10 extra points on their final grade.

A make-up exam will only be allowed if the instructor receives official documentation. Any absence due to illness must have a document from a physician or the official designated personnel of the clinic/hospital. Students are expected to discuss absence problems with the instructor before it is too late.

Students who have a very low grade but do not drop/withdraw this course and do not explain the situation to the instructor before the final exam will be given an "E", NOT "I".

2. Assignment Policies:

Grading standards/rubrics for each assignment are available on Sakai or will be verbalized in class. Students are expected to follow the grading standards exactly. Failure to do so could result in a low grade or zero.

Late assignments will be accepted, with penalty. All late assignments will receive a 10% grade reduction for each day it is late. **An assignment is considered one day late if it is submitted one minute after the deadline.** An assignment is two days late if it is submitted 24 hours and 1 minute after the deadline. All assignments are due at 3PM unless otherwise specified. Assignments turned in at 3:01pm are considered late.

All assignments, unless otherwise noted, should be submitted onto the Sakai site. Assignments can be uploaded early, but won't be graded until after the deadline. Multiple uploads are recommended. Students may make as many modifications as needed before the deadline since only the latest submission is graded. E-mail attachments will NOT be accepted. Please note, you DO NOT need to submit the Electronic Portfolio via Sakai. It will be accessed directly through your web address. Hard copy assignments will only be accepted if permission has been given from the instructor prior to the deadline or it is specifically requested by the instructor. Be sure to save your work in multiple places (computer, CD, flash drive, etc) to prevent loss.

All referencing, if any, must be in APA style. A comprehensive site on APA style is <http://owl.english.purdue.edu/owl/resource/560/01/>.

3. Participation

All students are expected to participate by answering/asking questions, presenting, and evaluating peer presentations.

4. Instructor Availability

The instructor will be available in office during office hours and by appointment. Students are welcome to drop by at other times as well; however, availability at those times cannot be guaranteed. Quick questions are welcome via instant messaging (yahoo or aol). For more in depth

questions, students are asked to either send an email, send a message on Sakai, or schedule an office visit. You can expect a reply within 24-hours (weekday replies will be faster than weekend replies).

5. Read all class materials and review all online lectures.

6. Respect your peers opinions and contributions.

7. Turn off all electronics during class – phones, pagers, laptops, etc.

If you talk/text/IM on your laptop, iPhone, cell phone, blackberry, blueberry, raspberry, strawberry, etc, you will be asked to leave and will receive an absence for that class.

8. Course Website

You can view/download class announcements class notes, assignments, and other documents from the Sakai website at <https://elearning2.courses.ufl.edu/portal> - click "Login" at the top right corner and use your gatorlink name and password. You will also be able to view your grades and submit assignments. If you do NOT have Gatorlink ID or cannot remember your Gatorlink login information, visit the Gatorlink website (<http://gatorlink.ufl.edu>), walk to the CIRCA Help Desk, or call 392-HELP for assistance. This course website on Sakai will be closed at the end of the semester. Please keep your own copy of materials prior to then.

9. Disagreement and Discussion

The last day to discuss your attendance record is the Wednesday after each recording date. The last day to discuss your quiz/examination grade is the 3rd day after each grade is posted. The last day to discuss any other question and/or disagreement is noon, Dec 17th.

10. Copyright & Plagiarism

When working on assignments, please be aware that many of the resources you find are copyright protected. The U.S. Copyright Act, 17 U.S.C. §§101-801, gives the owner of the copyright the exclusive right to reproduce, distribute, sell, perform or publicly display the copyrighted work. You may use all or part of copyrighted work only if you have the copyright owner's permission or your use falls under a legal exemption, in which case you must cite your resources. Even though an Internet document/image is a different medium than printed text, ownership and intellectual property rights are protected. Remember that it is your responsibility to respect these rights including all copyrights. All cases of plagiarism WILL be reported to the student's advisor/department and/or to student honor court (see academic honesty below).

11. Academic Honesty

Please note any violation of the UF Academic Honesty Guidelines will NOT be tolerated. Anyone caught cheating in any form (copying reports, assignments, tests, signing others names for attendance, plagiarism) will be referred to the Dean immediately. Cheating may result in failure of the course. The University's General Council also addresses that "Lectures given in this class are the property of the University/faculty member and many NOT be used for any commercial purpose. Students found to be in violation may be subject to discipline under the University's Student Conduct Code." Lectures and Power Point presentations given in this class are property of the instructor and may NOT be reproduced in any form including that of Class Notes or any other form of notes that are sold for profit. Any reproduction of these presentations for personal or commercial are a violation of the University Honor Code and a violation of copyright laws. Any such violation will be reported to the University Honor Court.

12. Classroom Accommodation

Students requesting special classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation at the beginning of semester. Detailed procedures can be found at <http://www.dso.ufl.edu/drc/>.

CLASSMATES

NAME: _____ EMAIL/PHONE: _____

NAME: _____ EMAIL/PHONE: _____

Tentative Class Schedule

Date	Topic/Activity	In Class Time	Reading	Assignment Due	Note
Aug 26	Orientation, Icebreakers, Introduction	4PM-7PM	Chapter 1		
Sep 2	Health Education Theory Professionalism	4PM-6PM & Online	Chapter 3	Self Picture (XC) Quiz 1, Fri 12pm Health Topic, Fri 10am	Sign up for 3 minute presentations
Sep 9	Planning for Instruction (Developing Objectives)	4PM-6PM	Chapter 2	Quiz 2 by 4PM	
Sep 16	Methods of Instruction	4PM-7PM	Chapter 4	Objectives	
Sep 23	Developing Effective Presentations	4PM-6:30PM	Chapter 5	Quiz 3 by 4PM	Sign up for 3 minute presentations
Sep 30	Personal Computers & the Internet	Online	Chapter 6		
Oct 7	Cultural Competence	Online	Chapter 8	Quiz 4 by 4PM Website Eval	
Oct 14	Health Communication and Use of Media	4PM-6PM	Chapter 7		
Oct 21	Special Populations Controversial Topics	4PM-5:30 & Online	Chapter 9 Chapter 10	Quiz 5 by 4PM	
Oct 28	Methods/Strategies at the Community & Policy Level Ethics	Online		Print Material due	
Nov 4	PRESENTATIONS (5 min)	4PM-7PM		Quiz 6 by 4PM PowerPoint due Nov 3, 8AM	
Nov 11	NO CLASS – Veteran’s Day				
Nov 18	PRESENTATIONS (5min)	4PM-7PM			
Nov 25	NO CLASS – Thanksgiving				
Dec 2	PRESENTATIONS (5min)	4PM-7PM		Lesson plan	
Dec 16	Final Exam Date				